



Business Planning for Your Medical Practice Workshop

In this hands-on workshop, attendees will learn how to develop a comprehensive business plan tailored specifically for medical practice. Led by an expert instructor, this session will guide you through the step-by-step process of crafting a solid business plan, from concept to execution. Through interactive activities, group discussions, and personalized coaching, you'll walk away with a clear, actionable plan that will drive the success of your practice.

Attendees will be grouped into small teams of 6-8 participants for a more personalized experience. The instructor will provide close guidance, ensuring that everyone gets the individual support they need to apply the concepts to their specific practice.

By the end of the workshop, you will have a complete business plan in hand—ready to implement and present to stakeholders, lenders, or investors.

Key Topics & Highlights:

- Vision & Mission Statements: Crafting clear and compelling mission and vision statements that align with your practice's values and long-term goals.

- Market Research & Analysis: Identifying your target patient demographic, analyzing the competitive landscape, and understanding industry trends.
- Financial Projections: Creating realistic financial projections that include revenue forecasts, expenses, cash flow, and profitability.
- Operational Plan: Designing an efficient operational structure that addresses patient flow, staffing, technology, and practice management systems.
- Marketing & Patient Acquisition Strategy: Developing a marketing plan that attracts and retains patients while building brand awareness in your community.
- Risk Assessment & Contingency Planning: Identifying potential risks to your practice's success and developing contingency plans to mitigate them.
- Legal & Compliance Considerations: Understanding regulatory requirements, insurance considerations, and HIPAA compliance as they relate to your practice's operations. Knowing what documents are crucial to have to start a practice (i.e. operating agreement, policy and procedures, etc).
- Scalability & Growth Strategy: Exploring how to expand your practice, whether through new locations, specialties, or services.
- Pitching to Investors & Lenders: Learning the key components of a compelling business plan presentation for potential investors or financial backers.

Join us for this immersive workshop and leave with a fully developed business plan, along with the tools and confidence to launch or scale your medical practice successfully!